

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of  
Alex MASHINSKY et al.

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted  
Marketing Over a Telecommunication Network

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

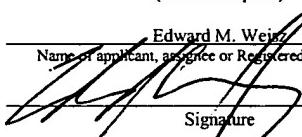
Examiner: Al Aubaidi, Rasha S  
Group Art: 2614

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

January 30, 2008

(Date of Deposit)

Edward M. Wein  
Name of applicant, assignee or Registered Representative



Signature

January 30, 2008

Date of Signature

**AMENDMENT**

SIR:

In response to the Office Action dated October 30, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.